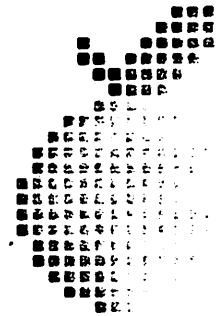


The Orange Show Foundation

Mrs. E. Rudge Allen
Carl A. Detering, Jr.
Ford Hubbard, Jr.
Marilyn Lubetkin
Mrs. Sanford E. McCormick
Max Miller
Barry M. Moore
Andrew J. Rudnick



NEWS RELEASE

FOR RELEASE: Immediate
CONTACT: June Rives
713/266-1420

"THE ORANGE SHOW" TO REOPEN TO PUBLIC
WITH KICK OFF BENEFIT SEPTEMBER 25 & 26

The Orange Show, a visionary, fantastical miniature Disneyland of sorts, constructed of masonry, wagon wheels, concrete blocks and elaborate handmade metal sculptures and gates, will reopen to the public October 9 and 10 following a family benefit weekend, September 25 and 26.

Included in the multilevel structure is a whimsical maze and a series of narrative exhibits all extolling the virtues of the orange. Additionally, there is an enclosed museum, built around the idea of artist Jeff McKissack's own hardwork philosophy, a steam engine capable of demonstrating the idea of 'clean' energy to adults and children alike, and a small pond in which rides a steam-powered Mississippi River paddle-wheeler. This entire phenomenon was created by McKissack, alone, with his own hands, over a period of twenty-five years. And it wouldn't be complete without "The Side Show", a small performance area where events as varied as chamber music, mime or children's storytime will take place.

Jeff McKissack spent a quarter-century conceiving and constructing his private utopia, spelling out his personal philosophy and creating what he called a "health show." He believed that the orange was the perfect

Add 1

energy, leaving no bad residues (cholesterol). McKissack, who was 52 years old when he began his work, crated and trucked oranges through Florida, Georgia and Alabama in his early years. Later, he settled in Houston and went to work for the Postal Service from which he retired to work full-time on his dream.

McKissack died in January, 1980, having lived to see the monumental task complete and to open The Orange Show to the public on May 9, 1979. McKissack himself conducted tours from that time on whenever there were visitors to the Show.

In 1981, The Orange Show was purchased from McKissack's heirs by twenty-one concerned citizens who wished to restore and preserve this delightful folk-art masterpiece for everyone to enjoy. The Orange Show Foundation, a nonprofit organization, was formed at that time, undertook the necessary restoration of the Show and will now serve as its operator.

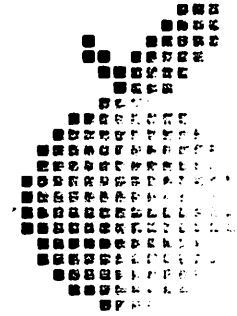
The Orange Show Foundation's goal is to preserve The Orange Show and develop it as a major cultural resource for the City of Houston. The Show will be open weekends beginning Saturday, October 9. For further information, please call 552-1767.

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THE ORANGE SHOW
2401 MUNGER, HOUSTON, TEXAS 77023
(off the Gulf Freeway at Telephone Road)

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THE BENEFIT

On September 25 and 26, there will be a family weekend benefit to raise funds for continuing restoration and operation of The Orange Show. On Saturday, September 25, festivities begin at 12:00 noon with a marching bagpipe band and the appearance of Mayor Kathy Whitmire who will dedicate the Show.

Tickets will be \$100 per couple and will admit the entire family to all of Saturday's and Sunday's daytime events, including the refreshments (James Coney Island hotdogs, fresh orange juice, etc.) donated by local businesses. The opening will feature continuous events of magic, mime and music along with tours of all exhibits. Hours are 12:00 noon-5:00 p.m. on Saturday, September 25, and 12:00 noon-6:00 p.m. Sunday, the 26th. If it rains, all the weekend's activities will be rescheduled to the following week, October 2 and 3.

Sponsors (those contributing \$1000 or more to the restoration project) will be entitled to special Sponsor's Tickets which admit them not only to all of the daytime opening festivities but, in addition, to the spectacular Sponsors' Party to be held at The Orange Show on Saturday evening, September 25, from 7:00-11:00 p.m. Dinner will be provided by D'Amico's, music will be performed by the Green Onions.

For information call 552-1767.